

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, August 11, 2021

Location: Expo Office – 4921 Expo Drive, Manitowoc

Present: J. Vetting, D. Pollen, J. Zipperer, B. Cavanaugh, B. Palzewicz, M. Plate, R. Zipperer, M. Lentz, T. Dvorak, R. Voss, D. Newberg, K. Winkel, P. Soukup, J. Hawig, B. Herr, R. Kohlbeck

**County Board
Supervisors
Present:**

Absent & Excused: K. Behnke, K. Sitkiewitz
Absent:

Pledge of Allegiance

Called to Order Meeting called to order – 6:00pm.

Minutes Minutes were reviewed from the previous meetings. Motion was made by R. Zipperer, seconded by Hawig to approve the previous meeting minutes. Motion carried unanimously.

Public Comment Vanessa Schelwat, horse superintendent, commented on the low number of Junior Fair exhibitors and requested the possibility of allowing Open Class exhibitors to bring horses in earlier.

Review & Act on Subcommittee Recommendations:

A. Finance Subcommittee

1. **No Committee Meeting; Committee Update**
No report.

B. Operations Subcommittee

1. **Market Animal Committee Meeting Update; Ice Center Operations Update; Working Group Updates-Brew Competition; Dairy Cattle (Ice Center) Show Ring; Education & Outreach- AG Adventureland Tent; Teeny Weeny Donut Contest; Celebrity Cream Puff Eating Contest; Fairest of the Fair; Woman's Day Event; Thank a Farmer Banner; Youth Art Show; Wednesday Kick Off – Parade – Fireworks**

Dvorak reported on the following:

- Market Animal Committee – no report.
- Ice Center – no report.
- Brew Competition – Maxed out at 100.
- Dairy Cattle – no report.
- Education and Outreach – Festival Foods volunteering at AG Tent.
- Teeny Weeny – canceled for this year.
- Celebrity Cream Puff – committee would like to host the event at the Rock Pavilion. Six contestants confirmed. Cream Puffs coming from Hartman's Bakery.
- Fairest of the Fair – there are two contestants. Lydia Luebke attended Reunion Day.
- Woman's Day – Door prizes are being gathered, speakers set.
- Thank a Farmer Banner – banner is here.
- Youth Art Show – Two schools participating and will be displayed in Exhibition Building.
- Wednesday Kick Off – no update.

C. Entertainment/Vendors Subcommittee:

1. **Outdoor Vendor Applications Review**
Layout posted in conference room and pre-marking on Friday, August 13.

D. Parking/Security Subcommittee:

1. ***No Committee Meeting; Committee Update; Shuttle Bus Hours - Cost; Parking Attendants-Civic Groups***
No report.

E. Marketing-Advertising Subcommittee:

1. ***No Committee Meeting; Committee Update; Social Media Update***
Posters and brochures are completed and out.

Review, Discussion and Possible Action on 2021 Fair Matters

A. *Billboard – Judging*

J. Zipperer reported on the billboard judging placements.

B. *Volunteer and Liaison Sign Up*

Reminder to sign up on the schedule.

C. *Fair Update*

Junior Fair and Open Class Horses and the idea of the Open Class Horses coming in earlier was discussed. Motion was made by Herr, seconded by Palzewicz to decline the request and revisit the idea for 2022. Motion carried unanimously.

Shelton reported on fair updates.

Finance Director's Financial Report – Review; Capital Projects Update

Neuser reported on the Financial Reports included in the board packet.

Update and Possible Action on Other Fair, Expo Buildings, and Grounds Projects and Issues

A. *WI Association of Fairs Conference – January 9-12 2022*

Reminder to inform staff of your attendance at the fairs conference.

B. *Expo-Ice Center Month Events; Expo Grounds Update*

Shelton reported on Expo grounds upcoming events.

Adjournment

Motion was made by J. Zipperer, seconded by Voss to adjourn at 6:46pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by J. Zipperer